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The Effect of Tourism Facilities and Service Quality on Return Intention through Visitor Satisfaction

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Abstract

This study aims to determine the effect of tourism facilities and service quality on revisit intention through visitor satisfaction in Yogyakarta. Tourism managers in Yogyakarta are faced with the demands of exceeding visitor expectations in order to achieve maximum satisfaction. This research method uses a quantitative approach with Partial Least Square (PLS) analysis to test the relationship between the quality of facilities, services, and visitor satisfaction with revisit intention. Data collection was carried out through questionnaires distributed to 170 respondents who were visitors to tourist attractions in Yogyakarta, using non-probability purposive sampling techniques. The results of the analysis showed a significant influence between tourism facilities and service quality on revisit intention, where visitor satisfaction functions as an intervening variable. The p-value of 0.027 for tourism facilities and 0.014 for service quality indicates a significant positive influence of both variables on revisit intention. This finding is in accordance with previous studies which emphasize that visitor satisfaction plays an important role in strengthening the relationship between facilities and service quality with revisit intention. This study provides valuable insights for tourism managers to design more effective improvement strategies to improve the attractiveness and quality of tourism in Yogyakarta.

Keywords

Tourism Facilities, Service Quality, Visitor Satisfaction, Intention to Revisit.

1. Introduction

Tourism is currently experiencing rapid development, with more and more people making tourism a basic need (Ratnasari et al., 2020). Yogyakarta is one of the most popular tourist destinations that offers various interesting tourist attractions that attract tourists. Yogyakarta is famous for its unique culture, from traditions, arts, to authentic cuisine (Arintoko et al., 2020). In addition, its natural wealth such as beaches, mountains, and historic temples add to the appeal of local and foreign tourists. With the rapid development of infrastructure and easy access, Yogyakarta is increasingly establishing itself as a leading tourist destination. Tourists can experience various experiences, from historical and cultural tours to nature adventures. All the tour packages offered make Yogyakarta one of the main destinations for those who want to enjoy a memorable and meaningful vacation (Ramadhani, 2021; Sudarmawan & Miranti, 2022).

Several new tourist attractions are becoming more famous and have strategic locations. The main advantage for tourists who vacation in Yogyakarta is the many interesting destinations that can be visited (Tetep et al., 2021). Some of them are natural attractions such as beaches, cultural attractions such as temples, and various other destinations that offer unique experiences. Having experienced a decline in the number of visitors, a number of tourist attractions in Yogyakarta are now crowded again after improvements to facilities and infrastructure. This makes tourists more comfortable and interested in visiting (Pancawati & Widaswara, 2023). These improvements include increased accessibility, comfort, and better service, thus providing a satisfying holiday experience. With attractions that are continuously updated and improvements in the quality of facilities, Yogyakarta is increasingly becoming a popular tourist destination for many people, both domestic and foreign. Tourists can enjoy the various beauties and uniqueness offered, making Yogyakarta the right choice for a vacation (Siringoringo & Yunus, 2022). Yogyakarta continues to strive to improve the quality of its tourism services. However, the development of tourist attractions in Yogyakarta is still not optimal, especially in terms of service quality that has not reached a prospective level. Therefore, more efforts are needed to improve tourist attractions.

Tourism managers in Yogyakarta are required to provide services that not only meet but also exceed visitor expectations in order to create maximum satisfaction (Khotimah & Astuti, 2022). In response to this challenge, researchers have attempted to conduct research to determine the effect of tourism facilities and service quality on the interest in revisiting through visitor satisfaction. This study focuses on tourist attractions in Yogyakarta, with the hope that the results can be used as input and evaluation for tourism managers. The purpose of this study is to provide a clear picture of the relationship between the quality of facilities and services with satisfaction and revisit intentions. Thus, managers can take more effective strategic steps to increase the attractiveness and quality of Yogyakarta tourism.

2. Literature Review

Tourism is defined as a person's temporary change of residence outside his/her place of residence, for purposes other than carrying out activities that generate wages or income (Su et al., 2022). This concept emphasizes that tourism involves traveling to another place without the purpose of working, but rather to seek experience, relaxation, or entertainment. Tourism is the process of a person traveling to a place outside his/her place of residence that is temporary. Tourists travel for various reasons, including health, economic, social, cultural, or other personal reasons (Syahriar & Darwanto, 2016; Sangpikul, 2018). This definition includes various reasons why someone travels, which can vary depending on the

needs and preferences of the individual. In general, both definitions emphasize that tourism is an activity that involves a temporary change of residence for purposes other than work, with various motives influencing a person's decision to travel (Budiyah, 2020). This understanding helps explain why tourism has become an important part of modern life, as it provides an opportunity to rest, learn, and enjoy various aspects of life outside of the daily routine (Shaykh-Baygloo, 2021).

Tourists' interest in a tourist object or destination is often influenced by the convenience obtained through the available facilities. Facilities are an important element that must be considered in tourism development (Charli, 2020). Putri et al. (2015) facilities in tourism are generally divided into two types, namely primary facilities and supporting facilities. Primary facilities are also called basic facilities, which are the main elements of a tourist attraction and function as a separate attraction for visitors. Examples of primary facilities can be the main tourist attractions such as landmarks, museums, or amusement parks which are the main reasons for tourists to visit (Al-Ababneh, 2013; Nasir et al., 2020). Meanwhile, supporting facilities include various facilities that complement primary facilities and play a role in meeting the additional needs of tourists during their visit. These supporting facilities include accommodation, restaurants, information centers, parking areas, and transportation services that help increase visitor comfort and satisfaction (Saragih, 2023). A good combination of primary and supporting facilities is very important in creating a pleasant tourism experience, which ultimately increases the attractiveness of a tourist destination. This shows that adequate and quality facilities are the key to success in attracting and maintaining tourist interest (Wang et al., 2020).

Conventionally, quality is a direct description of the characteristics of a product (either goods or services) such as product performance, product reliability, ease of use of the product and the aesthetic value of the product itself. Meanwhile, when viewed from a strategic perspective, quality is everything that can meet the needs of consumers (Alana & Putro, 2020). Service is one of the important focuses for organizations in carrying out organizational operational activities. Every human being essentially needs service, service cannot be separated from human life in the world. McDougall & Levesque (2000), defines service as something important that can increase a person's sense of satisfaction. Surahman et al. (2020) defines service as an activity or series of activities that are intangible (abstract) resulting from the interaction between customers and servants (service providers of a service), the provision of services here is intended to solve problems. needs problems experienced by customers.

Satisfaction is an emotional response that arises when there is a match or mismatch between a person's expectations and the performance or actual results felt after receiving a service. Expectations reflect a person's belief or trust in the quality of service that will be provided by an organization. When the service received meets or exceeds expectations, a feeling of satisfaction will arise. Conversely, if the service received does not meet expectations, disappointment will arise (Wahyudi & Yusra, 2021). Consumer satisfaction is a feeling of pleasure or disappointment experienced by a person after comparing the performance or results of a product they think about with the expected performance or results. If the product's performance exceeds expectations, consumers will feel very satisfied or even happy. However, if the product's performance is below expectations, consumers will feel disappointed. Consumer satisfaction is a key factor in the success of a product or service, because high satisfaction tends to increase customer loyalty, strengthen the organization's reputation, and encourage repeat purchases. Therefore, understanding and meeting consumer expectations is an important element in a business strategy that focuses on customer service (Kerdpitak, 2022).

Widayati et al. (2020), stated that to encourage repeat visits to a tourist destination, it is very important to identify the determinants of revisit intention. In several tourism-related literature that analyzes this, the decision to revisit a tourist destination appears to be a complex decision involving many interrelated factors. Repeat Visitors or tourists who make repeat visits are a stable market for tourist destinations and can also be free advertising in the form of word-of-mouth recommendations to family members and friends (Safitri et al., 2020). Sutisna & Sarah (2021) stated that when consumers receive a positive response to past actions, they have a positive view of what they receive to make repeat consumption. Consumers who make repeat purchases are currently one of the goals of large companies, because they generate higher revenues and save on promotion costs compared to attracting new consumers.

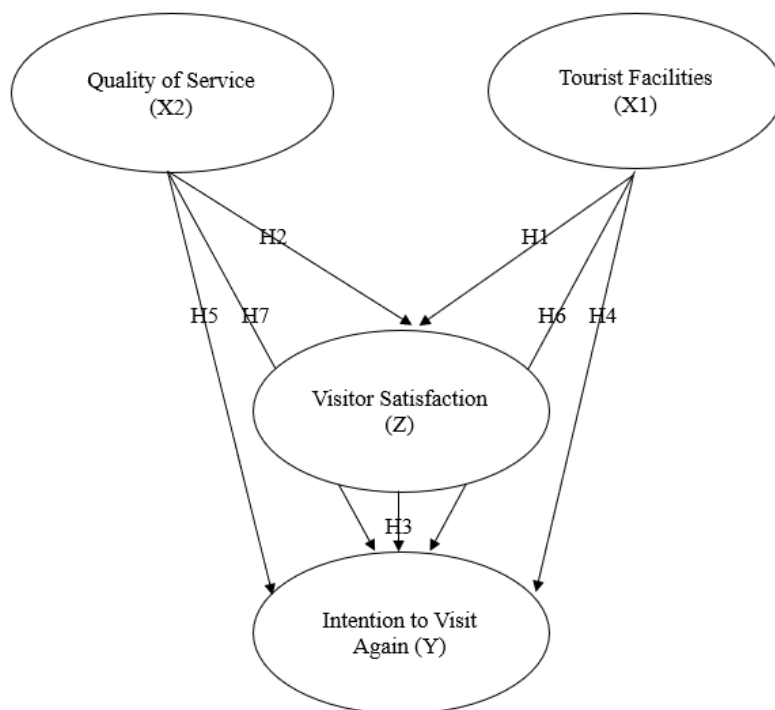


Figure 1. Research Framework

- H1: Tourism Facilities has positive effect on Visitor Satisfaction
- H2: Service Quality has positive effect on Visitor Satisfaction
- H3: Visitor Satisfaction has positive effect on Revisit Intention
- H4: Tourism Facilities has positive effect on Revisit Intention
- H5: Service Quality has positive effect on Revisit Intention
- H6: The Influence of Tourism Facilities on Revisit Intention with Visitor Satisfaction as an Intervening Variable
- H7: The Influence of Service Quality on Revisit Intention with Visitor Satisfaction as an Intervening Variable

3. Method

This research method uses a quantitative approach research method because the data collected for this study is quantitative data obtained by distributing questionnaires/research instruments to visitors to tourist attractions. The data sources used by researchers consist of two types, namely primary data and secondary data. The number of visitors to tourist attractions over the past 3 years was obtained from the management of tourist attractions. The population in this study were all

visitors to tourist attractions in the Special Region of Yogyakarta. In this study, Partial Least Square (PLS) analysis was used, so the sample size determined must follow the recommendations in the PLS method. The number of samples used was 170 respondents. In this study, the sampling technique used by researchers was non-probability sampling with a purposive sampling technique. Data collection in this study was carried out using questionnaires and literature studies. While literature studies are related to literacy studies conducted by researchers such as reading several reference books, journals, and other references related to the research topic. The data analysis technique used was Partial Least Square (PLS) analysis, where instrument testing was carried out first because the data used by researchers was primary data obtained directly from research respondents. Instrument testing consisted of validity tests and reliability tests. Validity test, reliability test is used as a parameter to determine how consistent the instrument used as a research tool is. The purpose of reliability testing is to provide an assessment of whether the instrument is generally consistent with all indicators in the questionnaire. The range of reliability values ranges from 0 - 1, the higher (closer to 1) the reliability value, the instrument is considered reliable/consistent (Bahri, 2018). This analysis technique uses the Structural Equation Modeling (SEM) equation model which is based on the variable indicator components. SEM analysis with a covariance-based approach generally tests theory, while PLS is a more predictive model. PLS is basically an analysis method that is not based on many assumptions, such as normality and sample size does not have to be large.

4. Result

Outer model evaluation aims to assess the quality and reliability of the indicator variables used in the study. The outer model describes the relationship between observable indicators and more latent variables. In this context, latent variables are theoretical constructs that cannot be measured directly so that observation indicators are needed to represent them. Outer model testing is often also called research instrument testing which includes two main aspects, namely validity testing and reliability testing. Validity testing aims to measure the extent to which the indicators are actually able to measure the intended latent variables. In other words, validity ensures that the indicators used are indeed relevant and appropriate in representing the latent variables. While reliability testing aims to measure the consistency of these indicators in measuring latent variables. High reliability indicates that these indicators provide consistent results when used in different conditions or times. Good outer model evaluation is essential to ensure that the research instruments used can produce accurate and reliable data, so that the research results are valid and reliable.

The variable indicators have loading values above 0.7, indicating that these indicators significantly represent the measured latent variables. However, there are two indicators, namely X2.1 with a loading value of 0.513 and X2.6 with a loading value of 0.499, which have loading values between 0.5 and 0.7. This value indicates that both indicators are on the threshold that requires further consideration regarding their eligibility to be maintained in the model or deleted. To determine whether these indicators need to be maintained or deleted, a discriminant validity test is needed. Discriminant validity is considered fulfilled if the cross-loading value of each indicator against the latent variable it measures is greater than the cross-loading value against other latent variables. This test helps ensure that these indicators actually measure the intended latent variables without being influenced by other variables, so that it can strengthen the reliability of the overall research model.

Table 1. Output Pattern Loading and Cross Loading

Model	Tourist Facilities (X1)	Quality of service (X2)	Visitor Satisfaction (Z)	Return Intention (Y)
X1.1	0.65	0.020	0.164	0.032
X1.2	0.686	0.199	-0.089	0.067
X1.3	1.023	-0.221	0.017	-0.133
X1.4	0.721	-0.016	-0.096	0.100
X2.1	-0.029	0.513	0.326	-0.016
X2.2	0.005	1.009	-0.154	0.074
X2.3	-0.053	0.879	0.047	-0.143
X2.4	0.127	0.897	-0.128	-0.253
X2.5	0.058	0.858	-0.324	-0.020
X2.6	-0.062	0.499	-0.145	0.132
X2.7	0.036	0.736	0.141	-0.243
X2.8	-0.057	0.521	0.536	0.063
X2.9	0.038	0.875	0.001	-0.087
X2.10	-0.100	0.857	-0.131	0.312
Z1.1	0.041	-0.454	1.075	-0.075
Z1.2	0.030	0.220	0.486	0.078
Z1.3	-0.069	-0.058	1.007	0.000
Y1.1	-0.089	-0.235	0.085	1.011
Y1.2	0.198	0.234	-0.079	0.357
Y1.3	-0.104	-0.115	-0.018	1.067

Indicator X2.1 has a cross-loading of 0.513 on the measured latent variable (Service Quality), which is greater than the cross-loading on other latent variables. Likewise, indicator X2.6 has a cross loading of 0.499 on the same latent variable, and its value is also greater than the cross loading on other latent variables. This shows that both indicators (X2.1 and X2.6) are still worth maintaining and can be used in the next analysis stage. In this study, reliability is considered fulfilled if the composite reliability value and Cronbach's alpha value are more than 0.7. In other words, these two indicators are eligible to continue to be used in further analysis, because they still make a significant contribution in measuring the intended latent variable, even though their values are on the threshold.

Table 2. Output Latent Variable Coefficient

Model	Tourist facilities	Quality of service	Customer satisfaction	Intention to visit again
R-squared	-	-	0.423	0.632
Composite Reliability	0.795	0.879	0.821	0.895
Cronbach Alpha	0.856	0.897	0.852	0.837
Average Variance Extracted	0.671	0.786	0.697	0.760

The Composite Reliability and Cronbach's Alpha values of all variables show values above 0.7. This indicates that all variables have a good and consistent level of reliability, so they can be considered reliable for further analysis. With values that meet these standards, the four variables are ready to be applied to further testing. The next step is to conduct an inner model test, which is to evaluate the significance

of the test results based on the formulated hypothesis. The inner model test aims to assess the relationship and influence between latent variables in the research model. The attached diagram shows the results of the inner model test which provides a visual depiction of the relationship between variables. In addition, the hypothesis test significance table presents information related to the level of significance and strength of the relationship being tested. This evaluation is important to understand whether the relationship between variables is in accordance with the hypothesis and model that have been developed, as well as to ensure the validity and sustainability of the research analysis.

Table 3. Coefficients and Significance of Interdependence Paths

Path Hypothesis	P-value	Information
Tourist facilities → Customer satisfaction	0.014	Significant
Service quality → Customer satisfaction	0.029	Significant
Customer satisfaction → Revisit intention	0.012	Significant
Tourist facilities → Revisit intention	0.015	Significant
Customer satisfaction → Revisit intention	0.027	Significant
Tourist facilities → Customer satisfaction → Revisit intention	0.014	Significant
Customer satisfaction → Customer satisfaction → Revisit intention	0.005	Significant

The results of this study found a significant influence between tourist facilities and visitor satisfaction at tourist attractions, with a P-value of 0.014 indicating a positive and unidirectional influence. This means that the first hypothesis, namely the influence of tourist facilities on visitor satisfaction, is proven and accepted. This finding is consistent with the research of Biswas et al. (2021), which also shows that tourist attractions and service facilities have a significant effect on tourist satisfaction, as shown in a study at Balekambang Beach. In addition, Syakier & Hanafiah (2022) emphasized that facilities at a tourist destination must be able to create their own satisfaction for tourists. These results underline the importance of adequate facilities at tourist attractions as a determining factor in visitor satisfaction, and support the importance of good investment and planning in developing facilities at tourist destinations.

This study found a significant influence between service quality and visitor satisfaction at tourist attractions, with a P value of 0.029, indicating a positive and unidirectional influence. This means that the hypothesis stating that there is an influence of service quality on visitor satisfaction is proven and accepted. The results of this study are in line with the findings of Surahman et al. (2020), which show that service quality has a significant influence on visitor satisfaction, with a regression coefficient of 0.104. This study is also strengthened by the findings of Gogoi (2020), who identified the influence of facilities and service quality on customer satisfaction at the Holiday Hotel, Batam City. These findings emphasize the importance of service quality in increasing visitor satisfaction at tourist destinations, as well as underlining the important role of management in maintaining and improving service standards to achieve higher customer satisfaction.

The results of the SEM-PLS analysis in Table 3 show a significant influence between visitor satisfaction and the intention to revisit a tourist attraction, with a path coefficient value of 0.240 (positive). This means that the more satisfied visitors are, the higher their intention to revisit the tourist attraction. This study strengthens the findings of Septianing & Farida (2021), which show that satisfaction has a positive and significant influence on the intention of foreign tourists to revisit Alas Pala Sangeh, Bali, with a p-value of 0.012. Tourists who are satisfied with the condition of the tourist attraction tend to want to return in the future. Similar results

were also found by Lustono & Suryani (2022), which showed that there was a significant and positive influence between tourist satisfaction and the intention to revisit, with a coefficient value of 0.489. The higher the satisfaction of tourists, the greater their desire to return.

Based on the structural model as shown by the results of the SEM-PLS analysis in table 4, it was found that there is a significant influence between tourist facilities on the intention to revisit tourist attractions. The p-value of 0.015 (positive) indicates positive significance, meaning that if visitors assess the condition of the facilities available at tourist attractions, it will increase the intention to revisit. This finding also supports the research results of Biswas et al. (2021) on the influence of tourism awareness, attractiveness of facilities and distance on the intention to revisit Malioboro. The results of the study showed that the attractiveness of facilities had a significant influence on the intention to revisit. Based on the results of the study conducted by the researcher, the hypothesis that there is an influence between tourist facilities and the intention to revisit is proven and the hypothesis is accepted.

The structural model shown in the results of the SEM-PLS analysis in Table 3, there is a significant influence between tourist facilities and the intention to revisit tourist attractions. The p-value of 0.027 indicates positive significance, which means that the hypothesis that tourist facilities have an effect on the intention to revisit is proven and accepted. This finding is in line with Gogoi's (2020) research, which examined the effect of service quality on the intention to revisit. The results of his study showed a significant influence between service quality and the intention to revisit tourists at Parangtritis Beach. This means that the more satisfied tourists are with their visit, the greater their intention to return. This finding emphasizes the importance of adequate tourist facilities in increasing tourists' desire to revisit, supporting the need to pay attention to improving the quality of facilities as a strategy in the tourism industry.

The results of the SEM-PLS analysis in Table 3 show a significant influence between tourist facilities on the intention to revisit a tourist attraction, with visitor satisfaction as an intervening variable. The p-value of 0.014 indicates positive significance, which means that visitor satisfaction affects the relationship between tourist facilities and intention to revisit. This finding proves that there is an indirect influence of tourist facilities on intention to revisit through visitor satisfaction. The results of this study also support the findings of Lustono & Suryani (2022), who examined the influence of tourist facilities on intention to revisit with tourist satisfaction as an intervening variable. Their research shows a significance value of 0.000, which is smaller than 0.05, indicating a significant influence. Thus, the results of this study confirm that tourist facilities indirectly influence intention to revisit through tourist satisfaction as an intervening variable.

The SEM-PLS results in Table 3 show a significant influence between tourist facilities on the intention to revisit a tourist attraction, through visitor satisfaction as an intervening variable. The p-value of 0.005 indicates positive significance, which means that visitor satisfaction affects the relationship between tourist facilities and intention to revisit. This finding proves the indirect influence of tourist facilities on intention to revisit through visitor satisfaction. This finding is in line with the research results of Septianing & Farida (2021), which examined the influence of service quality with tourist satisfaction as an intervening variable on intention to revisit. Their research shows a significance value of 0.029, which is smaller than 0.05, indicating a significant influence. Thus, the results of this study confirm that there is an indirect influence between service quality and intention to revisit through tourist satisfaction as an intervening variable.

5. Conclusion

The results of this study indicate a significant influence between tourism facilities and service quality on visitor satisfaction and return interest in tourist attractions in Yogyakarta. The results of the analysis using the SEM-PLS method show that tourism facilities have a positive effect on visitor satisfaction with a p-value of 0.014, this indicates that the first hypothesis regarding the effect of tourism facilities on visitor satisfaction is proven. This finding is in line with previous studies that emphasize the importance of facilities in creating tourist satisfaction. Service quality also has a significant effect on visitor satisfaction with a p-value of 0.029 supporting the findings that show that service quality has a significant effect on customer satisfaction. Visitor satisfaction then has a positive effect on revisit intention with a path coefficient of 0.240 in line with research that emphasizes that visitor satisfaction affects revisit intention. This study also found that visitor satisfaction acts as an intervening variable in the relationship between tourism facilities and service quality on revisit intention. The p-value of 0.014 indicates an indirect effect of tourism facilities and service quality on revisit intention through visitor satisfaction. These results strengthen the finding that visitor satisfaction is a key factor in increasing revisit intention. Overall, the results of this study provide important input for tourism managers in Yogyakarta to optimize facilities and service quality to increase visitor satisfaction and encourage interest in returning to visit.

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